

# Jordan Lee

January 16, 2026

Acme Corporation

RE: Career Change Content Designer

Dear Hiring Manager,

I am excited to apply for the Career Change Content Designer position at Acme Corporation, which I discovered on your careers page. With a strong background in content creation and a passion for guiding individuals through transformative career journeys, I believe my experience aligns well with the demands of this role. I am particularly drawn to Acme Corporation's commitment to empowering professionals to thrive in their careers, and I am eager to contribute to this mission.

In my previous role as a Content Strategist at Innovate Solutions, I successfully led a project that revamped our professional development resources. By conducting in-depth research on user needs and preferences, I developed a series of interactive online workshops and instructional guides that improved user engagement by 45%. This initiative not only enhanced our content offerings but also significantly increased our users' job placement rates. Furthermore, I collaborated with a cross-functional team to create a comprehensive digital toolkit for career changers, which included personalized action plans and career mapping tools. The toolkit was adopted by over 3,000 users and received praise for its user-friendly design and practical approach.

I am eager to bring my expertise in content design and my passion for career development to the team at Acme Corporation. I am particularly interested in exploring how I can leverage data-driven insights to create compelling educational materials that resonate with your audience. Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with the goals of Acme Corporation.

Sincerely,

Jordan Lee